

MARWIC

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MID-ATLANTIC REGION SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, AND CHILDREN

MARYLAND'S HARFORD COUNTY WIC PARTNERS WITH BASEBALL TEAM TO EDUCATE FAMILIES

By Kelli Zentkovich, WIC Dietetic Intern, Harford County WIC

On May 17, Maryland's Harford County kicked off the summer "Healthy Challenge" event with a "Healthy Kids Summit." The Healthy Challenge featured a partnership of the Aberdeen IronBirds with the University of Maryland Upper Chesapeake Health, The Arena Club, and Healthy Harford (a community partner of the Harford County Health Department/Harford County WIC). Healthy Challenge is an initiative to inspire the community to make healthier decisions, get active, and lead to overall healthier lifestyles. The challenge consists of eight health-themed events throughout the summer during local IronBirds games. Fans that participate in any of the eight events are entered to win the grand prize and have a chance to win prize drawings from the Healthy Challenge partners.

The kickoff event took place during IronFest, an IronBirds fan appreciation day, at the third base dugout of the Aberdeen IronBirds' Ripken Stadium. The summit was sponsored by Giant Food and featured nutrition experts discussing healthy lifestyle choices. The speakers included Bari Klein from Healthy Harford, Kelli Zentkovich from Harford County WIC, two registered dietitians from Giant Food, and a camp trainer from the IronBirds Stadium. The panel discussion covered a holistic approach to addressing childhood obesity through nutrition, fitness, and balanced lifestyle choices. Kelli Zentkovich was able to highlight WIC's involvement in the community and dedication to childhood nutrition. ■



WIC AT THE BALLPARK — Pictured (left to right) are Lisa Coleman, in-store nutritionist, Timonium Giant Food; Bari Klein, health promotion specialist and program coordinator, Healthy Harford; Kelli Zentkovich, nutrition program trainee, Harford County WIC Clinic; Wendy Anders, in-store nutritionist, Severna Park Giant Food; and David Bounds, director of youth programming, Ripken Baseball.

DISTRICT OF COLUMBIA WIC STATE AGENCY HOSTS 2014 GET FRESH FESTIVAL

Paulette Thompson MS, RD, LD, CLS

On Thursday, August 7, the DC WIC State Agency partnered with the United States Postal Service to host the "Get Fresh Festival" held at the FRESHFARM Market by the White House. The US Postal Service opened the day with the unveiling of four colorful new postage stamps saluting Farmers' Markets.

US Postmaster General Patrick R. Donahoe noted that "Farmers' Markets are a popular and communal pastime for many Americans." Also attending the event was Agriculture Secretary Tom Vilsack. "Farmers' markets have a long history of connecting customers directly with the people that grow our food," Vilsack said. "Across the country, farmers' markets play a key role in the sustainability of family farms, revitalizing communities and helping to grow rural and urban economies." Shoppers were able to purchase the new stamps on site – and the Postal



CREATIVE COSTUMING — Paper plate grapes and balloon peas.



CUTIE PIES — DC WIC adorable costume contestants line up in front of the new Farmers' Market postage stamp.

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On July 21-25, the Food and Nutrition Service (FNS) hosted its EBT Users Group meeting in Alexandria, VA. The meeting brought together more than 250 participants, including FNS headquarters and regional staff, State agency staff, EBT contractors, and other industry personnel, to discuss a wide variety of WIC EBT issues in over 20 panel sessions.

As States move towards achieving the 2020 WIC EBT Mandate in the Healthy, Hunger-Free Kids Act of 2010, the WIC EBT Users Group Meetings become more significant each year. As of July 2014, out of 90 WIC State agencies and Indian Tribal Organizations, 20 State agencies have no EBT activity, 31 are in the EBT planning phase, 26 are in the implementing phase and 13 State agencies have completed statewide EBT. In the Mid-Atlantic Region, the District of Columbia, New Jersey, Pennsylvania, and Puerto Rico are in the EBT planning stages. Delaware, Maryland and the Virgin Islands are in the implementing phase. Virginia and West Virginia are currently operating WIC EBT statewide.

The WIC EBT meeting was an excellent opportunity to learn about the latest WIC EBT developments, hear lessons learned from State agency EBT project experiences, and gain an essential understanding of the steps and processes necessary to plan for and implement WIC EBT. The meeting offered breakout sessions specifically designed for various levels of EBT expertise and different stages of EBT progress from planning, implementing, to going state-wide with WIC EBT. Due to the fast approaching WIC EBT mandate, the sessions covering implementation of EBT and Management Information Systems (MIS) together, and updates on the current State Agency Models (SAMs) including SPIRIT, MPSC and Crossroads, were well received. Another packed session discussed the recently finalized new food rule and its associated impacts on EBT.

More information regarding WIC EBT can be found at: <http://www.fns.usda.gov/wic/wic-electronic-benefits-transfer-ebt> ■

NEW JERSEY'S OCEAN COUNTY HEALTH DEPARTMENT WIC SHOWS OFF BREASTFEEDING QUILT

The Ocean County Health Department WIC Program in New Jersey unveiled its handmade Breastfeeding Quilt in time for World Breastfeeding Week, August 1-7. The quilt, which was the idea of Katie Obeng, IBCLC, is a compilation of beautifully designed squares that were created by WIC staff members. Each square conveys a breastfeeding message or theme. The quilt will be displayed in the Lakewood WIC office throughout the year.

They also celebrated the week with a resolution from the Ocean County Board of Health, recognizing the Ocean County WIC Program for providing good quality breastfeeding education, promotion and support to the residents of the County during World Breastfeeding Week and throughout the entire year. ■



QUITE A QUILT — Pictured with the quilt are (left to right) Ashley Power, PC; Edith Emmett, PC; Debbie Pagano, IBCLC, Breastfeeding Manager; Katie Obeng, IBCLC; and Linda Brennan, PC.



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USDA MID-ATLANTIC REGIONAL OFFICE (MARO) WIC STAFF CAUGHT STANDING ON THE JOB

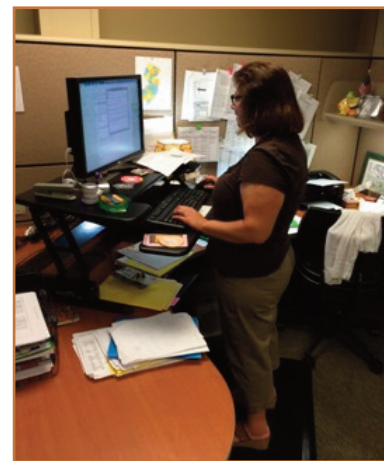
A recent trend that has caught on with USDA MARO WIC staff is the standing desk. A standing desk is a desk constructed for reading, writing, or working while standing up or sitting on a high chair. During the 18th and 19th centuries, standing desks were popular in homes and offices. Benjamin Franklin, Ernest Hemingway, and Winston Churchill were all said to have used standing desks.

MARO WIC staff has gradually made the switch from seated desks to standing desks, with a majority of staff currently standing (approximately 70% as of July 2014). Additional staff is in the process of making the switch.

Numerous health and other benefits have been linked to standing desks including better posture, reduced back pain, increased muscular engagement and metabolism, improved focus and productivity, and avoidance of long-term health issues.

Feedback from staff on the change has been positive. Team Leader Amy Holtan noted that her comfort level has increased at work having the ability to alternate between standing and sitting. Program Specialist Danae Lewis pointed out that it is important for anyone considering making the switch to realize that there is an adjustment period and that everyone has to find the desk height and chair that works best for them.

If there are any questions regarding the standing desks utilized by the MARO WIC staff, feel free to contact Roberta Hodsdon at 609-259-5021. ■



STAND OUT — MARO WIC Team Leader Amy Holtan working at a standing desk.

PENNSYLVANIA'S LANCASTER WIC HOSTS WIC'S 40TH BIRTHDAY BASH

By Natalie Oster, Nutrition/Outreach Coordinator

In celebration of WIC's 40th year anniversary, Pennsylvania's Lancaster County WIC Program threw a Birthday Bash on May 28. WIC families, staff and community members participated in fun active games like hula hoop contests, jumping rope, hop scotch, a moon bounce and dancing to live music from local legend Steven Courtney. WIC staff hosted a variety of interactive activities, including "Garden and Grow," a container gardening project that encouraged families to plant vegetables and herbs. The "Demonstration Station" offered a cooking demonstration using WIC foods and an easy recipe for quick quesadillas. The "Taste Testing Table" also offered healthy snacks using WIC foods. A guest appearance from CYLO, the hometown mascot for the Barnstormers, made the day extra special. And it wouldn't be a party without



WIC TEAM GETTING READY FOR A DAY OF LAUGHTER AND FUN — (Left to right) Millie Rodriguez, Nutritionist Assistant; Olivia Sabo, Nutritionist; Stephanie Kauffman, Nutritionist; Ibukun Owoputi, Nutritionist; Grace Merritt, BF Peer Counselor; Michelle Vega, Receptionist; and Lourdes Garcia, Scheduler.

balloon animals, face painting and birthday cake!

Lancaster WIC was honored to host several other special guests. To kick off the event, Anne Baker, Deputy Secretary of Administration for the Pennsylvania Department of Health, gave opening remarks. She was followed by keynote speaker, Kevin Concannon, Under Secretary for Food, Nutrition and Consumer Services at the US Department of Agriculture. Denise Acevedo, WIC staff member and former participant, gave an inspirational testimony on the impact that WIC has made on her life. She said, "Participating in the WIC



IT WOULDN'T BE A PARTY WITHOUT BIRTHDAY CAKE (Left to right) Michael McKenna, WIC Director; Judy Fulginiti, Nutrition Education Coordinator; Anne Baker, Deputy Secretary of Administration for the Pennsylvania Department of Health; Pat Dombroski, USDA Food and Nutrition Service Mid-Atlantic Regional Administrator; Kevin Concannon, Under Secretary for Food, Nutrition and Consumer Services at the U.S. Department of Agriculture; Mark Esterbrook, CEO of Community Action Program of Lancaster County; Natalie Oster, Outreach Coordinator.

Program not only helped me financially but was a great learning experience as a mom. I had someone I could ask all the questions that came up at each new stage in my baby's life."

The event was a great way to bring WIC families, staff and community partners together to show our appreciation for a program that helps parents raise healthy, happy kids. Nearly 200 WIC participants attended the event. The day was filled with laughter, smiles, dedication and inspiration. We were pleased to receive media coverage to help tell the WIC story to prospective families across the county. Since Community Action Program of Lancaster County began operating WIC in the 1970's, approximately 250,000 participants have been served. One participant summed up what our program is all about, "Dedication to families in need. No matter the circumstance or color, for WIC we are one." ■



HULA HOOP CONTEST FUN — Emily Mercado shows her stuff.

DELAWARE WIC CELEBRATES WORLD BREASTFEEDING WEEK

On August 7, the Delaware WIC Program hosted its 10th Annual World Breastfeeding Week celebration at The Dover Downs Hotel and Casino. WIC Director Joanne White, MA, RD, welcomed more than 150 attendees to the conference. This included WIC staff members, WIC breastfeeding peer counselors, and WIC breastfeeding mothers.

Karyl Thomas Rattay, MD, MS, Director of the Delaware Division of Public Health provided opening remarks. Dr. Rattay presented an update on the expansion of the WIC Peer Counselor program in Delaware WIC and the positive impact of peer counselors on breastfeeding rates in Delaware. The breastfeeding initiation rate for WIC participants remained above 50% over the last year while trends in 3- and 6-month duration continued to improve. These numbers provide a clear indication that successful peer counselor interactions are having a positive impact on breastfeeding.

Diane Spatz, PhD, RN-BC, FAAC was the keynote speaker. Dr. Spatz is an internationally renowned clinical nurse scientist who has transformed the science of human milk and breastfeeding into a global initiative. She is the director of the Lactation Program at the Children's Hospital of Pennsylvania, professor of Perinatal Nursing and Helen M. Shearer associate professor of Nutrition.

Dr. Spatz's first presentation was "Sharing the Science: Helping Families to Make the Decision to Start and Continue to Breastfeed." Dr. Spatz went over the 10 top reasons women don't want to breastfeed and reviewed the science that debunks these excuses. Dr. Spatz second presentation, "Late Preterm Infants, Brain Development, and Breastfeeding" provided the science behind the importance of breastfeeding late term infants and the difficulties that these infants and moms may experience with breastfeeding.

Throughout the event, vendors including Medela, the Back to Sleep Campaign, Delaware Tobacco Program, and Delaware Helpline 2-1-1 provided support materials as well as information for the guests. Attendees were treated to a raffle featuring gifts from Medela.

Attendees evaluated Dr. Spatz's engaging presentations as excellent. Ecstatic to have learned valuable pertinent information, especially with the designation of two new Baby-Friendly™ hospitals in Delaware, participants left the conference with renewed energy and commitment to promote breastfeeding in the first state. Kudos to all involved in a successful annual meeting! ■

VIRGINIA BEACH WIC CELEBRATES WORLD BREASTFEEDING WEEK

By Becky Kear, Virginia Beach WIC Program

The Virginia Beach WIC Program hosted the 5th Annual World Breastfeeding Week celebration on August 2 at the Pembroke Mall. The event was attended by over 400 people. It was a huge success.

The event kicked off with the reading of the Breastfeeding Awareness Month Proclamation issued by Virginia Beach Mayor William Sessoms. The proclamation was read by Dr. Cynthia Romero, former Virginia State Health Commissioner, who welcomed all the WIC breastfeeding moms and their families to the breastfeeding celebration.

A total of 52 moms currently breastfeeding were present at the celebration and participated in the "Big Latch-On," which was held at 10:30 am, simultaneously throughout the world, in honor of World Breastfeeding Week. This is an increase from last year's participation total during the 4th Annual World Breastfeeding Week celebration.

The breastfeeding moms and their families were treated to a day of fun and information, which included community agency resource displays, a hat and stroller decorating contest, a parade around the mall and an awards ceremony. All WIC breastfeeding moms were presented with a certificate to thank them for their dedication and continued efforts to breastfeed and provide the best for their babies. A prize was provided to each winner of the hat and stroller decorating contests, selected by judges Lisa Anderson (WIC Coordinator), Melanie Tucker (VB Library) and Mary Stott (Pembroke Mall Marketing Director). Other door prizes, provided by WIC and community partners, were awarded during the event.

A photo booth, with the VB WIC breastfeeding logo as a backdrop, was available for mom and baby pictures. Printed copies will be provided to moms that had their pictures taken during the celebration.

Special thanks to Pembroke Mall, Mary Stott (Pembroke Mall Marketing Director), Dr. Cynthia Romero (VB physician and former Virginia State Health Commissioner), Becky Kear (event coordinator), Ruby Arredondo (WIC outreach worker), Maria Galang (breastfeeding coordinator), Lisa Anderson (VB WIC coordinator), VB MRC volunteers, the WIC breastfeeding peer counselors and the participating community partners, for their contributions in the success of the event. ■



MALL FOR ALL — Pictured at the Pembroke Mall are (standing, left to right) Jennifer Yoder-Stedman, Tanya Jones, Aynmarie Carter, Carmen Scherrer, Becky Kear, Maria Galang, Lisa Anderson; (kneeling) Charlene Cattoi.



LATCH-ON! — 52 moms and babies participated in this year's event.

VB on FB

Check out Virginia Beach WIC's Facebook page for coverage of more great events: <https://www.facebook.com/pages/WIC-Program-Virginia-Beach/114928691882743>

WEST VIRGINIA'S VALLEY HEALTH CABELL WIC PROGRAM

RECEIVES PARTNER OF THE YEAR AWARD

By Jenna Rose, MA, RDN, LD, Valley Health WIC Nutrition and Outreach Coordinator

Mountain State Healthy Families, represented by April Knight, provided the Valley Health Systems Cabell (WV) WIC Program and staff with the Healthy Families America Partner of the Year Award.

A plaque reading, "In appreciation for outstanding support of families in our community," was presented during a staff meeting to acknowledge all employees contribution. Recognition was awarded for the Cabell WIC Program's dedication to referral and screening of prenatal women.

The Cabell WIC Program provides all prenatal women a Healthy Families America screening survey. If a WIC participant chooses to complete the survey, the Healthy Families America Program contacts the pregnant mom to see if she may qualify for their home visitation services.

The partnership is beneficial for both programs. However, it is most helpful to the WIC participants we serve because they are provided with support, resources, and services to help their families and themselves be healthy and happy. Healthy Families America refers their enrolled mothers to the Valley Health WIC Program, and in turn WIC refers pregnant participants to Healthy Families America. Working with community partners is an important part of the Valley Health WIC Program outreach efforts. Based on our success with Healthy Families America, the Valley Health Systems WIC Program will continue to build partnerships in our local communities. ■



AWARD WINNER — April Knight of Mountain State Healthy Families America, presents award to Jenna Rose, Local Agency Nutrition Manager and Outreach Coordinator.



IT TAKES A VILLAGE — The Valley Health Systems Cabell WIC Program staff are acknowledged by Mountain State Healthy Families America as Partner of the Year. Pictured (standing left to right) are Amber Prince, Susan Helo, Rachel Miles-Hoopers, Sherii Carpenter, Lisa Toney, Shelley Gilbert, Jessica Crouse, (sitting left to right) Denise Eagan, Jenna Rose, Clara Cremeans.

PENNSYLVANIA'S COMMUNITY PROGRESS COUNCIL, INC. WIC PROGRAM CELEBRATES!

By Barbara Graham, Administrative Services Coordinator, Community Progress Council, Inc. WIC Program

York City (PA) Mayor Kim Bracey honored the Community Progress Council, Inc. WIC Program for its 39 years of contributing to the community by supporting the health of mothers, infants, and children in York County at an open house on June 11. WIC participants, social service agencies and legislative staff attended the event, including Penn State Extension Office, York City Health Department, Nurse Family Partnership, Community Progress Council Board members, CEO and CFO, and representatives from Senator Scott Perry's office and Senator Scott Wagner's office.

The attendees enjoyed several displays, including a Breastfeeding Trivia Board "Then and Now" highlighting the progression of the promotion of breastfeeding from 1974 until now. There was a prize wheel with trivia questions about WIC and WIC foods. Attendees also viewed a display of WIC foods to see the value of the food package and watched a video to show how WIC checks are redeemed. The attendees received WIC 40th Anniversary promotional items for program outreach.

The refreshments were provided by the WIC staff and included black bean brownies, banana oat cookies, bran flax muffins, a fresh fruit and vegetable tray, and a punch made with Welch's white grape juice. The recipes promoted WIC foods and were available to all who attended the Open House. ■



DAY TO REMEMBER — Mayor Kim Bracey (right) presents proclamation on behalf of the City of York, Pennsylvania to Beverly Wilson, WIC Director (left) and Barbara Graham, Administrative Services Coordinator.

NEW JERSEY'S PASSAIC WIC CELEBRATES NATIONAL BREASTFEEDING MONTH

The Passaic (NJ) WIC Program had a very successful National Breastfeeding Month celebration on August 18. The event was coordinated by Lactation Consultant Ana Aguilar.

Exclusively breastfeeding women and their children were invited to attend the party. Forty women, infants, and children participated. Araceli Pintle, City of Passaic Health Educator, was a special guest speaker. She gave an excellent presentation on Infant and Child Safety.

Clients received personalized certificates celebrating their breastfeeding experience amid cheers and applause. A raffle prize drawing was held and five beautiful fruit baskets were given away. The fruit baskets and a delicious lunch for all attendees and WIC staff were donated courtesy of AmeriGroup. As an additional thank you to the exclusively breastfeeding WIC mothers, all participants received tote bags. The entire Passaic WIC staff was responsible for the success of this fun and educational breastfeeding celebration. ■

PUERTO RICO WIC WALKED BREASTFEEDING FOR A BETTER TOWN

By Elizabeth Centeno, Canóvas PR Peer Breastfeeding Counselor

Inspired by this year's "BREASTFEEDING: A Winning Goal for Life!" theme from the World Alliance for Breastfeeding Action, staff from the Puerto Rico WIC Canóvas Clinic went out to the community to promote breastfeeding as the best choice for feeding infants and young children.

A pedestrian themed walk was performed by staff

on August 13, titled "We Walk Breastfeeding for a Better World," from the area the clinic is located at the Health Community Center to the public plaza of the same town/municipality. Clinic staff joined Breastfeeding Peer Counselors Elizabeth Centeno and Graciela Diaz, along with representatives from the clinic's Breastfeeding Mother's Club and their children, to walk by the town streets encouraging breastfeeding and cheering up neighbors, students, business people and others who attended.

Before the walk was started, Canóvas Clinic employees Arlyn Millán, Mayra Fernández and Roberto Sisco supported the participants' registration process. Once registered, participants attended a clinic to determine their blood pressure level. They also participated in stretching exercises led by a certified instructor from the Puerto Rico Sports and Recreation Department. The activity included the participation of the Mayor, Honorable Lorna Soto.

At the end of the route, they arrived at the public plaza and participants were welcomed and greeted with hydrating stations of water, fresh fruits, and massages. They also received information about nutrition and breastfeeding services from the local clinic supervisor, Ms. Mariela C. Rodríguez, RD, as well as information about health community services including visiting nurses, mental health services, breastfeeding support groups, breastfeeding accessories, and handcrafts.

The Canóvas Mayor congratulated PRWIC Canóvas clinic for the initiative and granted a written acknowledgement to Peer Counselor Elizabeth Centeno, dedicating the activity to her.

Two types of exercises were provided: Boot Camp and Zumba classes. Two educational topics were offered: "Raising Children with Attachment," given by Tania, a Certified Breastfeeding Educator and "The Correct Use of Child Protective Seats for Infants and Children," given by Sergeant Carlos López Santos from the Puerto Rico Firefighters Department.

Through team effort, we went together offering support and giving the message of breastfeeding as the best nutritional choice for feeding healthy babies in our town. ■



SCENES FROM A GREAT DAY IN PUERTO RICO — A day full of fun and activities encourage people to support breastfeeding.

VIRGIN ISLANDS WIC CLINICS CELEBRATES BREASTFEEDING MONTH AND 40 YEARS OF WIC WITH A BIG BANG

By Lorna Concepcion, MS, RD

Virgin Islands WIC held a series of nutrition activities in all clinics to celebrate WIC's 40th anniversary and Breastfeeding Month. Exclusively breastfeeding moms were honored by receiving a certificate of appreciation and a bag that included our WIC recipe book, "It's a Virgin Islands WIC Family Food Affair." Department of Health's Medical Director, Dr. Marc Jerome, was on hand to issue the certificates at the ceremony held at the Charles Harwood WIC Clinic, along with WIC Director Lorna Concepcion. Afterwards everyone joined in to participate in the 40 year anniversary celebration which featured dishes using WIC foods that staff made from recipes in the recipe book. The event turned into a nutrition learning experience, as participants were able to taste healthy dishes that they can make for their families using the WIC foods. They all said that they would try some of these recipes at home.

The entire event was aired on a local television channel providing WIC with a great outreach opportunity as well as letting the community know that it was WIC's 40th birthday. Breastfeeding moms felt special as they were showcased on TV as being model mothers. WIC was able to spread the message that breastfeeding is the premier choice to feed an infant especially as some mothers had their exclusively breastfed infants shown on TV.



STORY TIME — WIC staff member Catalina Diaz (left) she reads to WIC kids in the Sunny Isle clinic.



SNACK TIME — WIC staff member Linora Perez as the WIC clown handing out goodies to WIC kids at the Sunny Isle WIC clinic.



CERTIFIED — WIC Director Lorna Concepcion (left) looks on as exclusively breastfeeding mom Kiesha Royer and daughter Amaiyah, receive her certificate from Dr. Marc Jerome (right) at the Charles Harwood Clinic.

More activities were held to celebrate WIC's 40th year and this time the children were featured. Staff held activities specifically for the children, including one which had children preparing their own no-cook snacks. This activity showcased one of the nutrition strategies to get children to try new foods, which is that children are more likely to eat foods they helped prepare. The children made their own cereal snack mix with added dried fruit. One child ate a cereal that she didn't really like since it was mixed with other cereals. Staff demonstrated portion size for children by having participants use the quarter-cup scoop to serve the cereal and they and their moms were told that this is a child's portion. Children kept their scoops in a goodie bag that also contained a nutrition coloring book and crayons. Parents enjoyed the activity, as they saw firsthand how to get their children involved in mealtimes. Other clinics held kids story time sessions where WIC staff read books to the children. At one such event, the Sunny Isle clinic had a staff member dressed as a clown at their story time event to give out WIC goodies which included WIC food snacks such as coconut oatmeal bars made by WIC staff from the recipe book and a nutrition coloring book with crayons. ■

NEW JERSEY'S VNACJ WIC AND SNAP-Ed: WORKING TOGETHER FOR A HEALTHY COMMUNITY

At the VNACJ WIC Program in Middlesex County (NJ), WIC clientele and staff were delighted with several presentations and a food demonstration done by Team SNAP-Ed, comprised of Erika Lannaman and Ana Roasles. Their eagerness to show the WIC community how to choose foods that are healthy, yet contain essential nutrients, by using common food labels and visual aids captivated the audience's attention and sparked several questions. The statement that "1 cup of whole milk contains as much saturated fat as 5 strips of bacon" surprised and astonished most of the audience.

The food demonstration featuring fruit smoothies won over WIC clientele. Erika and Ana graciously demonstrated and explained the nutritional value of the ingredients in the fruit smoothie they made, which included frozen fruit, fat-free vanilla yogurt, banana, and orange juice fortified with calcium. Mothers and other WIC caregivers along with their children tasted the fruit smoothie, noting that they liked it so much that they would prepare it at home. A young mother of a 3-year-old said, "I like the taste and to make it more nutritious, I would add a tablespoon of oats." The aunt of a 2-year-old WIC participant commended the fruit smoothie recipe for its calcium content and being easy to prepare. With a new recipe card in hand, WIC participants left our clinic confident that they are on the road to developing healthy eating habits in their young children. ■



LEARNING ABOUT FOOD IS FUN — WIC participant Stephanie Antwi and her nephew Shayone took part in the day's festivities.

MARYLAND'S CCI-WIC HOSTS FIRST ANNUAL HEALTHY START, HEALTHY LIFE FAIR

By Laura Sullivan, CCI-WIC Outreach Manager

In celebration of National Breastfeeding Month, National Health Center Week, and WIC's 40th Anniversary, Maryland's CCI-WIC hosted CCI's first annual health fair on August 15, at Schrom Hill Park in Greenbelt. Our mission to assist eligible women, infants, and children to achieve improved nutrition and health status by providing nutrition education, selection of supplemental foods, and health referrals in a caring and supportive environment came to fruition. The perfect summer weather gave CCI-WIC an incredible opportunity to bring families together for a fun-filled day of activities and education. Several community partners, as well as a few council members from the city of Greenbelt, attended the event.

Informing families of the resources available to them through our local WIC centers really was the driving force in the success of this event. Highlighting the importance of maintaining a healthy lifestyle is the ultimate goal of CCI-WIC, which was fulfilled at the Healthy Start, Healthy Life Fair. ■

DISTRICT OF COLUMBIA WIC PROGRAM CELEBRATES 40TH ANNIVERSARY OF WIC

By Deborah Chaplin, Public Health Specialist

On June 4, the District of Columbia WIC Program commemorated WIC's national 40th anniversary with a program at Gallaudet University. What a time of celebration and reminiscence it was! District of Columbia Mayor Vincent Gray issued a proclamation celebrating the day, and the first DC WIC Director, Judy F. Wilson, who recently retired from the USDA national office, took us down memory lane from the "birth" of DC WIC to the challenges faced and conquered during the "infancy" stage of DC WIC.

Several USDA dignitaries offered their congratulatory remarks including, Kevin Concannon, Under Secretary for Food, Nutrition and Consumer Services (FNS); Pat Dombroski, Mid-Atlantic Regional Administrator; and Debra Whitford, Director, Supplemental Food Programs at FNS. District of Columbia administrators voiced their continued support of the work done by DC WIC — Dr. Joxel Garcia, Director of the Department of Health; and Ryan Springer, Sr. Deputy Director of Program Operations with the Community Health Administration.

Eighteen WIC staff members were honored for their long-time service of 20 years or more to District clients. Each was presented with engraved clocks which expressed our gratitude for their service.

We also engaged our WIC mothers in WIC's 40th national celebration by sponsoring a WIC Participant Photo Contest. Parents submitted photos of their child shopping or preparing a WIC food. Julian Hernandez, a 4½-year-old WIC participant at our Mary's Center Georgia Avenue WIC Clinic, won "hands-down" with a photo showing his enthusiasm as he shopped in the produce aisle.

DC WIC is proud of its contribution to empowering women and families to eat healthy diets, improving healthy pregnancies, reducing infant mortality and preparing kids to be ready to learn. Congratulations and Happy Anniversary WIC! ■

A SUCCESS STORY OF WIC AS AN ADJUNCT TO HEALTH CARE IN RANDOLPH-ELKINS, WEST VIRGINIA

As a mother of four children participating in WIC, Jodi Kyle-Morgan has dealt with her share of common childhood illnesses, including colds, ear infections, and fevers. When her five-month-old daughter, Charleigh, woke up with an extensive red rash covering her trunk and extremities, Jodi was understandably concerned — especially since Charleigh was perfectly fine when she went to bed the evening before. Along with the rash, Charleigh had a high fever and seemed listless. A trip to the emergency room resulted in no conclusive answers as to why Charleigh had a rash and fever. Over the next couple of days, she continued to have no improvement in her symptoms.

Fortunately for Charleigh, she had an experienced mom who knew that something was definitely wrong. With the help of Randolph-Elkins (WV) WIC employee Victoria Howes, RN, who, based on her clinical knowledge and personal experience, encouraged Jodi to seek further medical attention for Charleigh and to ask about the possibility of her having Kawasaki disease. Vicki shared that her daughter Jillian had Kawasaki disease when she was two years old. Vickie recognized the same symptoms with Charleigh.

At Jodi's insistence, Charleigh was admitted to the local hospital and then transferred to a larger teaching hospital. The admitting physician at Ruby Memorial Hospital immediately concurred with Vicki's assessment that Charleigh may be suffering with Kawasaki disease. Charleigh was treated for four days in the hospital. While she did have some indicators of cardiac involvement — one of the potentially serious complications of Kawasaki disease — fortunately she responded well to treatment. At this time, it does not appear that Charleigh has any permanent heart damage, but she will continue to be monitored to make sure there are no long-term effects of the disease.

As a result of Charleigh's experience, Jodi has adopted the mission of helping raise awareness of this relatively unknown and rare disease. She hopes to help educate not only the medical community, but also the public about the symptoms as well as the need for rapid diagnosis and treatment in order to minimize the risk of serious complications.

"One of the things I found out," says Jodi, "is that the Centers for Disease Control and Prevention (CDC) do not maintain a registry for reporting Kawasaki disease, so there is no good way to easily track cases or to even know how prevalent it is." Jodi has added her name to a petition requesting the CDC establish a mandatory reporting registry for Kawasaki disease. She has also started a fundraising campaign for the Kawasaki Disease Foundation. Jodi and her circle of family and friends will be selling bracelets and hair bows at local events with the proceeds going to the Foundation.

According to WebMD, the symptoms of Kawasaki disease appear in stages and include:

- Fever which is often higher than 102.2 F and lasts more than five days
- Extremely red eyes
- A widespread rash on the trunk of the body
- Red, dry and cracked lips
- Extremely red, swollen tongue (known as strawberry tongue)
- Swollen, red skin on the palms of the hands and soles of the feet
- Swollen lymph nodes in the neck

Basically, Kawasaki disease is a rare childhood condition that causes inflammation in the walls of medium-sized arteries throughout the body, including the coronary arteries, which supply blood to the heart muscle. It also affects lymph nodes, skin, and the mucous membranes inside the mouth, nose and throat. The disease is most common in children ages 1 to 2 years, and is less common in children older than age 8. Luckily, it is not contagious. Even so, experts don't know what causes the disease which happens most often in the late winter and early spring.

Early detection and treatment of Kawasaki disease — even though there is no specific diagnostic test — is crucial to prevent long-term effects and complications. Treatment by immunoglobulin administered intravenously along with aspirin therapy within 10 days of the onset of symptoms may greatly reduce the chances of lasting joint or heart damage.

Fortunately, Charleigh's story has a happy ending. The Randolph-Elkins Health Department WIC Program is extremely thankful for Jodi's diligence in seeking medical care, and for the knowledgeable assessment skills of staff member Vicki Howes. Vicki may have helped save Charleigh from suffering lasting damage from Kawasaki disease. ■



HAPPY ENDING — (Left to right) Jodi Kyle-Morgan, her daughter Charleigh, and WIC nutritionist Vicki Howes, RN, proved a strong team in getting Charleigh the treatment she needed for Kawasaki disease.

NEW JERSEY'S NORTH HUDSON WIC KICKS OFF SUMMER WITH THE SEVENTH ANNUAL HEALTH FAIR, "LET'S HAVE SOME FUN IN THE SUN"

On June 27, NJ's North Hudson Community Action Corporation WIC Program held its annual Health Fair for the seventh year. It had a fun-filled beach theme, complete with games, food, music, laughter and good health. To keep with the beach theme, the entire WIC staff wore personalized "Lifeguard" t-shirts as they geared up for an official day of fun in the sun!

Members of the nutrition staff prepared delicious and healthy snacks and beverages. Participants were enthusiastic to try colorful fruit and vegetable kabobs held together by a carrot or celery skewer. To balance it out, there were four flavors of thirst quenching fruit-infused waters available as a lighter alternative to juice. These giant fruit filled dispensers were just as colorful and exciting as they were refreshing.

On this hot summer day, there were various beach activities available to promote healthy eating, physical fitness, and breastfeeding. Participants made color-coded fruit and vegetable themed rainbow fans to cool off, perhaps after they fished for fruits and vegetables in a pool or played some soccer and volleyball to encourage physical activity. In addition, they made beautiful, bright, multi-colored sand art or wore some fun props and took silly pictures at our photo booth and at our milk mustache station. The fun didn't stop there. A caricaturist was present to paint pictures of excited participants, as well a clown who made balloon animals and performed a dance with the kids. The sense of community was very strong, which was evident by a WIC participant who volunteered her time and painted faces and glitter tattoos.

Members of the enthusiastic breastfeeding staff offered educational and fun games, along with useful breastfeeding information and recommendations. They had wonderful free raffles and giveaways consisting of donated car seats, gift certificates from local vendors, and baskets filled with infant goodies.

We are thankful for contributions of food and drinks from our local 7-Eleven, Whole Foods, Trader Joe's, Amerigroup, General Mills, Nestle, Terry's Coffee Shop, UC Pizza and Catering, Julio's Hair and Nail Express, for their generous donations that made this day possible. ■



GATHER 'ROUND — Fair attendees visited the WIC breastfeeding table to get information and a healthy snack.



CLOWNING AROUND — Lali the Clown led the children in "hokey and pokey" and the "electric slide."

WEST VIRGINIA'S OAK HILL/TSN WIC WAVES GOODBYE TO CANCER

The 2014 Fayette County, WV, "Relay for Life" was held on June 18. The Oak Hill TSN/WIC staff participated in the inspiring opportunity to honor cancer survivors, raise awareness on ways to reduce cancer risk and raise money for the American Cancer Society.

The county theme was "Relay Beach, Wave Goodbye to Cancer." The relay gave the TSN/WIC team a chance to specifically promote breastfeeding as a benefit in reducing breast cancer risk, as well as provide babies a healthier start in life to prevent other cancers.

The Oak Hill TSN/WIC team consisted of Bonnie Plasha, Donna McCoy, and Team Captain Cheryl Legg. The team worked for over three months to raise \$305 dollars and also contributed by buying purple ribbons for their WIC office and chocolate covered strawberries from other teams. In total, the Fayette County Relay for Life raised over \$23,000. ■



PERFECT OPPORTUNITY FOR PROMOTING BREASTFEEDING — Fayette County TSN/WIC Program staff (left to right) Bonnie Plasha, Donna McCoy, and Cheryl Legg promote breastfeeding while supporting the Relay for Life.

A NEW SEASON IN SOUTHERN MARYLAND

By Connie Perry Riddick, MPH, IBCLC Coordinator
Southern MD WIC Program

The coming of fall is often a very, very busy time for many families with children. This is especially true for many of the families being served by the WIC Program. Trying to arrange child care, schedule physical exams, shopping for back to school needs like clothes, shoes, and supplies all the while trying to make sure everyone eats healthy can be a challenge.

Recognizing this challenge, the Southern Maryland WIC Program went above and beyond to meet the needs of our WIC participants. Starting in August, the WIC office at White Plains (our busiest clinic) expanded hours on Wednesdays to help more of our clients get in the door. Knowing that many individuals have a long commute and traffic to manage getting to White Plains, the WIC staff is now available until 7pm to serve the many women, infants, and children who need WIC services.

Additionally, the staff in Southern Maryland is now offering alternative Individual Nutrition Education (IND) and check pick-up appointments to clients who can't make it in on traditional check pick-up days. Recently, we sent out a colorful flyer advertising the alternative check pick-up schedule to participants that were eligible for checks but had missed their CPU appointment.

On July 31, the staff at the White Plains location welcomed approximately 30 families that walked-in as a result of receiving the flyer in the mail! Nutrition education was offered one-on-one, farmers' market coupons were given, and the next set of WIC checks were issued to all eligible participants. As a direct result, we now have 30 additional families participating in the program that might have otherwise gone without their WIC benefits for the month.

A new season is a perfect opportunity to try something new and Southern Maryland WIC is well on the way! ■

DC'S CHILDREN'S NATIONAL HEALTH SYSTEM WIC STAFF CELEBRATE IN AUGUST

By Sara Beckwith MS, RD, LD, CLS

August is traditionally a month known for trips to the beach, afternoons at the pool, and backyard barbecues. However, the WIC staff at Children's National Health System in Washington, DC was hard at work promoting WIC and breastfeeding to the community. To highlight World Breastfeeding Week, the WIC staff planned and held a breastfeeding celebration event, promoting the many benefits of breastfeeding for mothers, infants, families, friends, and the entire community. The event featured an interactive cooking demo by a chef from DC Greens, a non-profit organization that works to improve food access and educate the community about healthy food. WIC families and friends enjoyed a delicious leafy green salad with fresh peaches and blueberries along with a savory bean salad with grated carrots. After learning about the numerous benefits of eating fruits and veggies, our Children's Lactation Center breastfeeding peer counselor discussed tips and techniques to be successful at breastfeeding. She encouraged everyone to spread the word to friends and families about the benefits of breastfeeding.

Not taking a break, WIC staff continued month-long festivities with a WIC open house. Staff advertised the event at local daycare centers, primary care clinics, a teen pregnancy program, and of course, the WIC clinic. As we know, partnership is a key ingredient in the recipe to end hunger and improve health outcomes. The open house featured a dynamic education session and food demo by District of Columbia SNAP-Ed educators. While preparing a scrumptious harvest salad with spinach, avocado, cranberries, blue cheese, and raspberry walnut vinaigrette, participants learned about the many health benefits of eating fruits and vegetables. Each family received the book, "The Two Bite Club," to encourage early literacy and reinforce the message of healthy eating.

Both events were held on Wednesdays, to coincide with the Arcadia mobile farmers' market on Children's National's campus. After tasting delicious fruit and vegetable dishes and learning about the importance of eating at least 5 fruits and veggies every day, participants walked outside to the mobile farmers' market and used their WIC Farmers' Market vouchers to put the lessons they learned about healthy eating into action. ■



TASTY — A chef from DC Greens preparing yummy salads.



LEARNING WHAT'S GOOD — SNAP-Ed educators teaching about benefits of fruits and veggies.

PENNSYLVANIA'S CAMBRIA COUNTY WIC HOSTS 7TH ANNUAL "COATS FOR KIDS" MOTORCYCLE BENEFIT RUN

By Kimberly Holdsworth, Business Systems Coordinator, CAPCC WIC Program

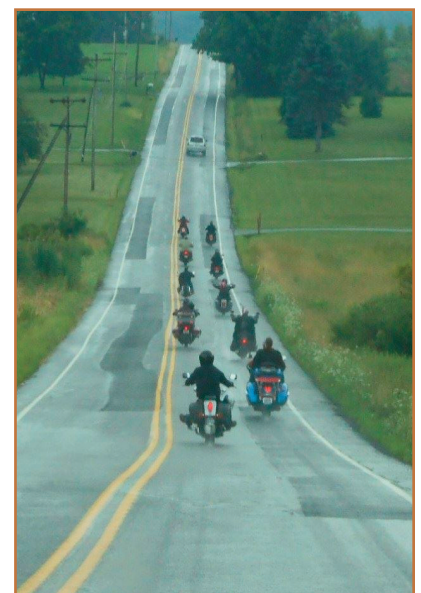
Pennsylvania's Community Action Partnership of Cambria County (CAPCC) WIC Program partnered with the Liberty Café of Nanty Glo, PA to hold the 7th Annual "Coats for Kids" Motorcycle Benefit Run on June 19. And YES, it rained! Motorcycle drivers and riders had a registration fee and 100% of the proceeds go directly to help families in Cambria County to purchase new coats, hats, gloves and boots for winter. In addition, gently used coats were donated by the riders.

After the Benefit Run, which included an ice cream stop, there was a spaghetti dinner sponsored by the Liberty Café for all drivers and riders. The dinner was followed by a basket raffle, door prizes, and music provided by the Ruff Tymes Band. The event was a great success and increases the awareness of the WIC Program in the community.

Last year, WIC was able to help more than 300 people with the proceeds from events such as the Benefit Run. ■



I SCREAM — Everyone enjoyed the ice cream stop.



RIDIN' IN THE RAIN — The rain didn't dampen anyone's ride.

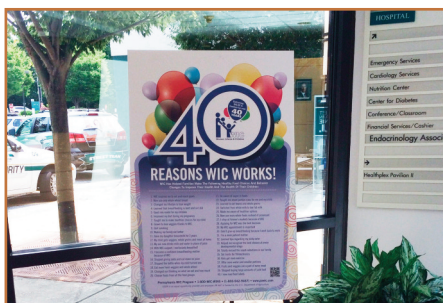
PENNSYLVANIA'S CROZER-CHESTER WIC CELEBRATES WIC'S 40TH ANNIVERSARY

By Cynthia Barrar, MA, RD, LDN, CLC, Outreach Coordinator

The 40th Anniversary of the WIC program has provided many opportunities for the Crozer-Chester WIC Program to promote WIC services and accomplishments throughout our community with participants, medical professionals, social service agencies and community partners. We showcased the attractive outreach materials provided by the Pennsylvania Local WIC Agency Outreach Committee. Bright posters with "40 Reasons WIC Works" were not only posted in all WIC offices, but the lobbies of five hospitals, two community health centers, one family medicine practice and one outpatient facility throughout the Crozer-Keystone Health System. Informative bookmarks with "40 Reasons WIC Works" on one side and "40 healthy snacks" on the other have been distributed to participants in voucher holders and given out at health fairs. Seven staff members volunteered to take outreach packets, including the 40th Anniversary poster, a brochure highlighting the 40 year history of WIC, business cards promoting the value of WIC services to local representatives.

We could not let the year go by without a party either. To kick off our outreach initiatives for WIC's 40th Anniversary, staff joined together and sang happy birthday and reminisced about WIC over the years. We shared pictures of current and past staff and local agency events, viewed what participants had to say about how WIC has helped them and their family, and enjoyed a piece of cake. In June, each of the three Delaware County WIC offices hosted 40th Anniversary open houses for physicians and members of the local outreach network. This year of celebration ended with good old fashioned birthday parties for the kids and their families in September. Face painting, a MyPlate "Find It" sand dig, a fruit and vegetable bean bag toss and "Fishing" for WIC foods made it a fun time for all.

So many times this year we heard from members of the community or other social service agencies "WOW, 40 years!" Many times it was followed up with "keep up the good work" or "it is such a good program." Brittany from Aston said, "WIC helped my family be able to have access to good foods." Alicia from Glenolden said, "WIC helped with suggestions to make different foods enjoyable." Laurice from East Lansdowne said, "WIC is very informative on how to keep your child on a positive and healthy path." Serving families for 40 years is something we can all be proud of! ■



GET THE MESSAGE — 40th Anniversary poster at Crozer-Keystone Health System's Springfield Hospital in Springfield, PA.



PARTY TIME — Staff of Crozer-Chester WIC Program's Community Hospital clinic in Chester, PA join the fun in celebrating WIC's 40th Anniversary. Pictured (left to right) are Alexis Henry, Nutritionist; Jenn Bryan, Clinic Supervisor; Mandy Pintoff, Nutrition Assistant; and Sandy Knox, Nutrition Assistant.

WEST VIRGINIA TSN/WIC PROGRAM PARTICIPATES IN FIRST PRINCETON HEALTH FAIR

West Virginia's TSN/WIC Program participated in the Princeton Health Fair which was the first community health promotion undertaking of Alliant Wellness & Chiropractic and City National Bank. The event was held on Saturday, August 23, at the Princeton Recreational Center.

Since Labor Day was near, Elva J. Clemons, TSN/WIC Program Administrator, and Kathy Rotenberry, TSN/WIC Breastfeeding Coordinator, set the table using a picnic theme. A red checkered tablecloth was the base for giveaway items of breastfeeding message inscribed pens and emery boards; delicious Macintosh apples displayed in a basket, fall recipes, WIC income guidelines and various breastfeeding materials. Staff wore "Ask Me about Breastfeeding" pins.

The children who attended played in several bounce houses and toured the Fire Safety House set up by the Princeton Fire Department. Adults visited a wide selection of vendors ranging from tobacco prevention to a home birth program to fitness centers and massage/aromatherapy to list just a few.

The day presented itself as a great opportunity to be a part of a new health promotion event, talk to potential WIC participants and interact with other health-related vendors. ■



BRINGING IN LABOR DAY WITH A BREASTFEEDING MESSAGE — Kathy Rotenberry, TSN/WIC Breastfeeding Coordinator, shared WIC information at the inaugural Princeton Health Fair.

DC State WIC Agency continued from page 1

Service kiosk rapidly sold out!

And then it was time to fire up the grill for the annual Grill Chef Cooking Competition. Each team prepared an appetizer, main dish and a dessert using fruits and vegetables available that day at the market, and shoppers lined up to taste samples of the amazing and varied dishes. Competing teams were: The Panhandlers from the US Postal Service (first place winners), Code One Cookers from the DC Metropolitan Police Department (second place winners), and The Capitol Guards from the DC Army National Guard (third place winners).

WIC also hosted a Baby Fruit and Vegetable Costume Contest at the event. All child care centers in the city were invited to compete for the prize of fresh fruit snacks for their child care center. The creativity was awesome, and the children were adorable! Last, but not least, The Get Fresh Festival was not complete without a performance by seniors from the city's five Senior Wellness Centers. The seniors energized the crowd with lively line dancing presentations and other movement demonstrations. ■



WINNERS — Cooking contest entrants celebrate.

CELEBRATING NATIONAL BREASTFEEDING MONTH IN THE DISTRICT OF COLUMBIA

By Paulette Thompson, MS, RDN, CLS, State Agency Breastfeeding Coordinator

The District of Columbia (DC) WIC Program promoted breastfeeding citywide throughout the month of August with events, programs and individual pledges of support! We think it was our very best National Breastfeeding Month ever!

Kicking off the month on August 1 was the second annual World Breastfeeding Week program hosted by the Department of Health and WIC State Agency. The audience of healthcare providers, community stakeholders, moms and families learned about the latest rates and statistics on breastfeeding in the District as well as how new initiatives in the District are supporting breastfeeding mothers. These initiatives include new Medicaid policies to reimburse for lactation support, initiatives at five hospitals to encourage implementation of the 10 Steps to Successful Breastfeeding, and a workplace support award program sponsored by the DC and Maryland Breastfeeding Coalitions.

Mr. Ryan Springer, Sr. Deputy Director of the Community Health Administration, Department of Health, proudly announced that the District of Columbia is soon to be “bag-free,” with all eight birthing facilities committed to discontinuing the practice of discharging women with commercial formula give-away bags. Congratulations DC!

Celebratory events were also held at many of the local WIC clinics throughout the month. Highlights include:

At Mary’s Center on Georgia Avenue, WIC staff and participants, Mary’s Center physicians and DC State Agency staff celebrated with a Breastfeeding Happy Hour where participants shared stories of their own personal struggles and triumphs with breastfeeding. One participant and her husband, who wrote a children’s book together about the benefits of breastfeeding, led everyone in a song and gave copies of the book to the participants. The families and staff enjoyed food together afterward, and the breastfeeding moms were given gift bags. The breastfeeding liaison led everyone in trivia, and participants won some great prizes! WIC was fortunate to have some wonderful interns who helped put the event together. We hope to celebrate National Breastfeeding Week again next year with even more participants! — *Paige Zaitlin, MS, RD*

At the Upper Cardozo location in Columbia Heights, DC, Unity Health Care’s WIC staff celebrated National Breastfeeding Month at one of their monthly Beautiful Beginnings Club meetings. Participants enjoyed fruit and yogurt parfaits provided by SNAP-ED staff and education from DC Green’s. WIC mothers and staff gave testimony of their breastfeeding experiences to help encourage participants to breastfeed their babies. Trivia games and raffles with prizes were enjoyed by participants and their families. This event was a great way to truly celebrate the success of breastfeeding mothers of the WIC Program.

Unity Health Care’s Parkside WIC clinic celebrated National Breastfeeding Month by collaborating with a local Farmers’ Market. By bringing together breastfeeding awareness, local food and produce, they were able to reach members of the community in a healthy and environmentally responsible way. The WIC staff encouraged community members to support their breastfeeding moms and discussed the importance of breastfeeding for not only the moms but the infants as well. Overall, the outreach event was a successful way to reach both WIC participants and the local community! — *Emily Cleaves, RD*

In Southeast DC, at the Children’s East of the River Lactation Center and Good Hope Road WIC site, breastfeeding moms participated in a discussion group with Peer Counselor Lauren Magee. Discussion included the differences between formula and breast milk, the beginning stages of breastfeeding and preparation for breastfeeding before delivery. The moms had fun with activities and prizes too! — *Lauren Magee, East of the River Lactation Center Peer Counselor* ■



Chenniah Patrick (author) and Kuroji Patrick (illustrator) delight the audience with the reading of their children’s book.



Aleta Grandison, Peer Counselor, Emily Cleaves, RD, Breastfeeding Coordinator at the Parkside WIC site.



Mom and baby with Unity Healthcare WIC Director, Dele Rufai.



Aleta Grandison, Peer Counselor, Emily Cleaves, RD, Breastfeeding Coordinator, Gwen West, IBCLC, and Joyce Hayes, Peer Counselor proudly stand before a display of breastfeeding support pledges.

WIC COORDINATOR FROM THREE RIVERS, VIRGINIA WIC RETIRES

One of WIC’s long-term coordinators and advocates of the WIC Program retired on June 30. Camilla Sutherlin guided 11 sites with only six employees to deliver services for over 20 years with the Virginia Department of Health. She was active in the community, volunteering for her church, Head Start, Healthy Start, and the American Dietetic Association. She held leadership roles in all of these organizations as well.

Camilla received her bachelor and masters degrees from Virginia State University in Petersburg, VA. Virginia’s WIC wishes Camilla all the best, and she will be missed greatly by all of us. ■

FOND FAREWELL — Camilla Sutherlin is surrounded by her co-workers on her final day.



PENNSYLVANIA'S CAMBRIA COUNTY WIC CELEBRATES THE 40TH ANNIVERSARY OF WIC

By Melina Hudec, WIC Director, Community Action Partnership of Cambria County

The Community Action Partnership of Cambria County (PA) WIC Program participated in Kids-A-Fair on May 17, at Johnstown's Point Stadium. Kids-A-Fair is an event to promote the education and health of children in Cambria County. The event is open to the public and is free of charge. Children in attendance participated in making, "I'm a Winner with WIC" crowns. CAPCC WIC staff provided decorations for the crowns such as WIC food stickers and gems. The CAPCC WIC staff also used this opportunity to celebrate WIC's 40th Anniversary by displaying the "40 Reasons WIC works!" banner and distributing WIC brochures.

WIC's 40th Anniversary celebration continued on May 30, at the CAPCC WIC Program's Johnstown office. The celebration was held outside the building in order to increase awareness of WIC in the community and for everyone to enjoy games, prizes, balloons, and refreshments. ■



QUEEN FOR A DAY — Isabella Kinsey loves her WIC crown!



PARTY TIME — Cambria County WIC staff at the 40th Anniversary celebration are (front, left to right) Brandy Weir, Courtney Shultz, Kim Holdsworth; (back, left to right) Marie Dumm, Lee Ann Eckel, Joyce Nesmith, Elizabeth Barto, and Melina Hudec.

NEW JERSEY'S NORTH HUDSON COMMUNITY ACTION CORPORATION WIC'S 3RD ANNUAL BREASTFEEDING MONTH FAIR

Although the day started out cloudy with a forecast of rain showers, by the time the North Hudson Community Action Corporation (NHCAC) WIC Program's annual breastfeeding fair kicked off, the weather had taken a turn for the better. The welcoming sun brought with it about 50 breastfeeding and pregnant participants to the fair hosted at Donnelly Memorial Park in West New York, NJ. In response to the World Alliance for Breastfeeding Action's theme, "Breastfeeding: A Winning Goal for Life," the NHCAC WIC Program showcased images of breastfeeding toddlers and provided literature that highlighted the benefits of long-term nursing. The participants also had the opportunity to interact with various agencies, including the NHCAC Pediatric Department, local hospitals and other health care organizations. Furthermore, the participants were given the opportunity to learn safe baby carrying techniques from the Babywearers of Northern NJ.

In addition to receiving health information, the participants were treated to a raffle that included two car seats donated by Hudson County Safety & Injury Prevention Center and by a local business called El Bambi. Baby carriers donated by Boba Inc. and other infant items were also raffled. The children attending the fair were entertained by a clown who molded balloons to fit their fancy.

The success of the fair can be attributed to the support of Amerigroup, which provided healthy foods, breastfeeding aids and promotional items, as well as Horizon NJ Health which provided lively music at the event. Lastly, we would also like to applaud the contribution made by the NHCAC WIC peer counselors who worked tirelessly to make this year's Breastfeeding Month fair a memorable event. We look forward to building upon this achievement next year. ■



FAIR GAME — Peer Counselor Ana Velazquez (right) interacts with fair attendees.

The deadline for the Winter issue of MARWIC TIMES is November 10, 2014. Submit articles, photos/captions and calendar events to your State editor.



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